Rep Order# 6869901 Ver# 1 Status New Traffic Order# EC'd No

Printed: 11/06/2012 2:37 PM Last Received: 11/06/2012 1:42 PM

Showing Buylines: All Lines

KSNV-TV LAS VEGAS, NV. Station

).CROSSROADS GPS Advertiser (

CROSSROADS GPS **Product** Estimate# 1332

Buyer

EMILY MILHOAN

Phone# Fax#

) CROSSROADS MEDIA Agency

66 CANAL CENTER PLAZA, SUITE 555 ALEXANDRIA, VA 22314

Agency C/P1/P2/E //1332

Flight Dates 10/31/2012 - 11/05/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY

1 of 5

Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

****BOOKING TO ENTER INTO PETRY'S SYSTEM ONLY- ORDER WAS ALREADY BOOKED MANUALLY ON YOUR END. PLEASE DO NOT DOUBLE BOOK***

THANKS, LAURIE FOR AMY

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F,M Buyli	5A-6A ine Comment:	WAKE UP 1X PER DAY	:30	\$1,200.00	10/31-11/05	4	1	4	\$4,800.00	
		_										
	2	W-F,M Buyli	6A-7A ine Comment:	WAKE UP : 1X PER DAY	:30	\$2,000.00	10/31-11/05	4	1	4	\$8,000.00	
	3	W-F,M Buyli	7A-9A ine Comment:	TODAY SHOW 2X PER DAY	:30	\$3,800.00	10/31-11/05	8	1	8	\$30,400.00	
	4	W-F,M Buyli	11A-12P ine Comment:	RACHEL RAY : 1X PER DAY	:30	\$1,000.00	10/31-11/05	4	1	4	\$4,000.00	
	5	W-F,M Buyli		NEWS AT NOON 1X PER DAY	:30	\$1,000.00	10/31-11/05	4	1	4	\$4,000.00	
	6	W-F,M Buyli		NEWS THE AGENDA : 1X PER DAY	:30	\$1,000.00	10/31-11/05	4	1	4	\$4,000.00	
	7	W-F,M Buyli	1P-2P ine Comment:	DAYS OF OUR LIVES	:30	\$1,000.00	10/31-11/05	4	1	4	\$4,000.00	
	8	W-F,M Buyli	2P-3P ine Comment:	THE DOCTORS 1X PER DAY	:30	\$650.00	10/31-11/05	4	1	4	\$2,600.00	

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Printed: 11/ Last Received: 11/0 Showing Buylines: All Lines 11/06/2012 2:37 PM 11/06/2012 1:42 PM 2 of 5

Station Advertise Product Estimate#	CROSSRC	AS VEGAS, NV ROSSROADS O ADS GPS		Agency (66 CAN ALEXA Agency C/P1/P2/I	Rep Firm Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY							
Buyer Phone# Fax#	EMILY M	ILHOAN	Flight Dates Hiatus Weeks	10/31/2012 - 11/05/2012			Salesperson Phone# Salesperson FAX#		215-568-6540 215-568-1845			
LT Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
9	W-F,M	3P-4P line Comment	DR.PHIL		:30	\$1,200.00	10/31-11/05	4	1	4	\$4,800.00	
10	W-F,M	4P-5P	NEWS		:30	\$1,800.00	10/31-11/05	4	1	4	\$7,200.00	
11	W-F,M	5P-630P line Comment	EARLY NEWS		:30	\$3,600.00	10/31-11/05	4	1	4	\$14,400.00	
12	W-F,M	630P-7P	JEOPARDY		:30	\$3,400.00	10/31-11/05	4	1	4	\$13,600.00	
13		7P-730P line Comment	WHEEL OF FORT: 1X PER DAY		:30	\$3,400.00	10/31-11/05	4	1	4	\$13,600.00	
14		730P-8P line Comment	FACE TO FACE : 1X PER DAY		:30	\$1,800.00	10/31-11/05	4	1	4	\$7,200.00	
15	М	8P-10P	THE VOICE		:30	\$8,000.00	11/05-11/05	1	1	1	\$8,000.00	
16	М	10P-11P	REVOLUTION		:30	\$6,400.00	11/05-11/05	1	1	1	\$6,400.00	
17	W-F,M	11P-1135F	P NEWS 3 NIGHTSIDE		:30	\$2,800.00	10/31-11/05	4	1	4	\$11,200.00	
18	W-F,M	1135P- 1235A	TONIGHT SHOW		:30	\$2,000.00	10/31-11/05	4	1	4	\$8,000.00	
19	W−F,M	1235A- 135A	LATE NIGHT		:30	\$700.00	10/31-11/05	4	1	4	\$2,800.00	
20	W-F,M	135A-205 <i>I</i>	A LAST CALL		:30	\$350.00	10/31-11/05	4	1	4	\$1,400.00	
21	W	8P-9P	ANIMAL PRACTICE		:30	\$4,800.00	10/31-10/31	1	1	1	\$4,800.00	

Rep Order# EC'd No Traffic Order# 6869901 Ver# 1 Status New

Printed: Last Received: **Showing Buylines:** All Lines

11/06/2012 2:37 PM 11/06/2012 1:42 PM

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Station Advertiser Product Estimate#		KSNV-TV LAS VEGAS, NV. ().CROSSROADS GPS CROSSROADS GPS 1332			Agency (66 CAN ALEXA Agency C/P1/P2/I	Rep Firm Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY							
Buyer Phone# Fax#		EMILY MILHOAN			Agency C/P1/P2/E //1332 Flight Dates 10/31/2012 - 11/05/2012 Hiatus Weeks				Salesperson Phone# Salesperson FAX#		215-568-6540 215-568-1845		
LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
			100 110	GUIGAGO DIDE			46 400 00	10/21 10/21	1			46, 400, 00	
	22	W	10P-11P	CHICAGO FIRE		:30	\$6,400.00	10/31-10/31	1	1	1	\$6,400.00	
	23	TH	8P-9P	30 ROCK/UP ALL NIGHT		:30	\$2,400.00	11/01-11/01	1	1	1	\$2,400.00	
	24	F	8P-9P	GRIMM		:30	\$2,000.00	11/02-11/02	1	1	1	\$2,000.00	
	25	F	8P-9P	WHITNEY/COMMUNITY		:30	\$5,000.00	11/02-11/02	1	1	1	\$5,000.00	
	26	F	9P-10P	GRIMM		:30	\$5,500.00	11/02-11/02	1	1	1	\$5,500.00	
	27	SA	6A-7A	NEWS AT SUNRISE		:30	\$1,000.00	11/03-11/03	1	1	1	\$1,000.00	
	28	SA	7A-9A	SATURDAY TODAY		:30	\$2,000.00	11/03-11/03	1	1	1	\$2,000.00	
	29	SA	9A-930A	TODAY/WKND		:30	\$1,500.00	11/03-11/03	1	1	1	\$1,500.00	
	30	SA	5P-630P	KSNV EARLY NEWS		:30	\$1,350.00	11/03-11/03	1	1	1	\$1,350.00	
	31	SA	630P-7P	JEOPARDY		:30	\$1,050.00	11/03-11/03	1	1	1	\$1,050.00	
	32	SA	7P-730P	WHEEL OF FORTUNE		:30	\$1,050.00	11/03-11/03	1	1	1	\$1,050.00	
	33	SA	8P-9P	REVOLUTION		:30	\$4,800.00	11/03-11/03	1	1	1	\$4,800.00	
	34	SA	9P-10P	CHICAGO FIRE		:30	\$3,000.00	11/03-11/03	1	1	1	\$3,000.00	
	35	SA	11P-1135P	NEWS 3		:30	\$2,800.00	11/03-11/03	1	1	1	\$2,800.00	
	36	SA	1130P- 103A	SATURDAY		:30	\$4,000.00	11/03-11/03	1	1	1	\$4,000.00	
	37	SA	102A-132A	1ST LOOK		:30	\$270.00	11/03-11/03	1	1	1	\$270.00	

ECO	I NO				Showing Buylines: All Lines								
Prod	ertiser	KSNV-TV LAS VEGAS, NV. ().CROSSROADS GPS CROSSROADS GPS			66 CANA ALEXAN	L CENT	DADS MEDIA ER PLAZA, SUI 7A 22314	TTE 555	Rep Firm Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY				
Buye Phon Fax#	er ne#	1332 EMILY MILHOAN		Flight	y C/P1/P2/E Dates s Weeks	es 10/31/2012 - 11/05/2012				Salesperson Phone# Salesperson FAX#		215-568-6540 215-568-1845	
LT	Ln	Day	Time	Program	I	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
					-								
	38	SU	6A-7A	1ST LOOK	:	:30	\$1,000.00	11/04-11/04	1	1	1	\$1,000.00	
	39	SU	7A-8A	TODAY ON SUNDAY	:	:30	\$4,000.00	11/04-11/04	1	1	1	\$4,000.00	
	40	SU	9A-930A	NEWS 3 TODAY	:	:30	\$1,500.00	11/04-11/04	1	1	1	\$1,500.00	
	41	SU	930A-10A	CHRIS MATTHEWS	:	:30	\$2,000.00	11/04-11/04	1	1	1	\$2,000.00	
	42	SU	4P-515P	FTBL NIGHT	:	:30	\$5,000.00	11/04-11/04	1	1	1	\$5,000.00	
	43	SU	530P-830P	SUN FTBL: ORLEANS @ DEN	:	:30	\$14,000.00	11/04-11/04	1	1	1	\$14,000.00	
	44	SU	830P-930P	NEWS 3 LIVE FOLLOWING FTBL	:	30	\$3,600.00	11/04-11/04	1	1	1	\$3,600.00	
	45	SU	930P-10P	JEP	:	30	\$2,400.00	11/04-11/04	1	1	1	\$2,400.00	
	46	SU	10P-11P	L&O	:	30	\$2,400.00	11/04-11/04	1	1	1	\$2,400.00	
	47	SU	11P-1135P	NEWS 3	:	:30	\$2,800.00	11/04-11/04	1	1	1	\$2,800.00	
	48	SU	1135P-12A	SPORTS I LAS VEGAS	:	:30	\$2,000.00	11/04-11/04	1	1	1	\$2,000.00	
	49	W-TH,SU-M	430A-459A	WAKE UP	:	:30	\$400.00	10/31-11/05	4	1	4	\$1,600.00	

Printed:

Last Received:

11/06/2012 2:37 PM

11/06/2012 1:42 PM

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Traffic Order#

---REPORT TOTALS---

Rep Order# EC'd No

6869901

Ver# 1 Status New

Report Totals: 110 / \$251,620.00

Buyline Comment: 1X PER DAY

 Rep Order#
 6869901
 Ver#
 1
 Status
 New
 Traffic Order#
 Printed:
 11/06/2012 2:37 PM

 EC'd
 No
 Last Received:
 11/06/2012 1:42 PM

 Showing Buylines:
 All Lines

StationKSNV-TV LAS VEGAS, NV.Agency() CROSSROADS MEDIAAdvertiser() .CROSSROADS GPS66 CANAL CENTER PLAZA, SUITE 555ProductCROSSROADS GPSALEXANDRIA, VA 22314Estimate#1332Agency C/P1/P2/E//1332

 Agency C/P1/P2/E
 //1332

 Flight Dates
 10/31/2012 - 11/05/2012
 Salesperson Phone#
 215-568-6540

 Hiatus Weeks
 Salesperson FAX#
 215-568-1845

Rep Firm

Sales Office (

Salesperson (

5 of 5

) PHILADELPHIA

) AMY MCCREARY

Sales Totals: 110 / \$251,620.00 Station Totals: 110 / \$251,620.00 Lines not sent/rcld/rtrn: 0 / \$0.00 ---COMPETITIVE---

RA35+

110 / \$251,620.00

EMILY MILHOAN

Market Totals \$898,643 CATV 0 % KBLR 0 % KINC 0 % KLAS 28% KSNV 28% KTNV 20% 1% KVCW 2% KVMY 3% KVVU 18% KTUD

XXXX 0%

---COMPETITIVE COMMENTS---

Books NOV12

--- CREDIT RISK ---

EST SHARES

Demos

Buyer

Fax#
Nov 12:

Phone#

CASH IN ADVANCE